WHAT IS CLAIMED IS:

1.   A method for providing a customizable Web site service comprising the steps of:

    (a)   hosting, on a server, a master Web site;

    (b)   enabling a user of a first class to hold an account on the server, and hosting on the server, for the account holder, a separate copy of the master Web site;

    (c)   enabling the account holder to customize the copy of the master Web site in accordance with a first level of customizability; and

    (d)   enabling a user of a second class to create a customized copy of the master Web site or an account holder copy thereof in accordance with a second level of customizability.

2.   The method recited in claim 1, wherein the master Web site comprises a Web portal site.

3.   The method recited in claim 1, further comprising the steps of assigning a unique Uniform Resource Locator (URL) to the account holder copy of the master Web site and providing the unique URL to the account holder.

4.   The method recited in claim 3, wherein said assigning and providing steps are performed automatically by the server.

5.   The method recited in claim 1 wherein the master Web site comprises at least one Web page, and wherein said at least one Web page of the master Web site comprises a combination of Web page elements.

6.   The method recited in claim 5, wherein the first level of customizability allows customization of a greater number of Web page elements than said second level of customizability.

7.   The method recited in claim 5, wherein said Web page elements comprise at least ones of text, graphics, and hyperlinks.

8.   A method for providing a customizable Web site service comprising the steps of:

(a)   hosting, on a server, a master Web site;

(b)   enabling users of a first class to hold accounts on the server, and hosting on the server, for each account holder, a separate copy of the master Web site;

(c)   enabling each account holder to customize its copy of the master Web site in accordance with a first level of customizability; and

(d)   enabling users of a second class to create customized copies of the master Web site and the account holder copies thereof in accordance with a second level of customizability.

9.   The method recited in claim 8, wherein the master Web site comprises a Web portal site.

10.   The method recited in claim 8, further comprising the steps of assigning a unique Uniform Resource Locator (URL) to each account holder copy of the master Web site and providing each account holder with the unique URL of its copy of the master Web site.

11.   The method recited in claim 10, wherein said assigning and providing steps are performed automatically by the server.

12. The method recited in claim 8 wherein the master Web site comprises at least one Web page, and wherein said at least one Web page of the master Web site comprises a combination of Web page elements.

5   13. The method recited in claim 12, wherein the first level of customizability allows customization of a greater number of Web page elements of the master Web site or a copy thereof than said second level of customizability.

14. The method recited in claim 12, wherein said Web page elements comprise at
10   least ones of text, graphics, and hyperlinks.

15. A system for providing a customizable Web site service, comprising:

a server computer hosting a master Web site, and also hosting, for each user of a first class that holds an account on the server, a separate copy of the master Web site; and

15   interfaces to the server by which an account holder can customize its copy of the master Web site in accordance with a first level of customizability, and by which users of a second class can create customized copies of the master Web site and the account holder copies thereof in accordance with a second level of customizability.

20   16. The system recited in claim 15, wherein the master Web site comprises a Web portal site.

17. The system recited in claim 15, wherein the server computer assigns a unique Uniform Resource Locator (URL) to each account holder copy of the master Web site.

25

18.   The system recited in claim 15 wherein the master Web site comprises at least one Web page, and wherein said at least one Web page of the master Web site comprises a combination of Web page elements.

19.   The system recited in claim 18, wherein the first level of customizability allows customization of a greater number of Web page elements of the master Web site or a copy thereof than said second level of customizability.

20.   The system recited in claim 18, wherein said Web page elements comprise at least ones of text, graphics, and hyperlinks.

21.   The system recited in claim 18, wherein the server computer is connected to a network, and wherein the server computer further comprises a Web server that transmits the Web pages of the master Web site, the account holder copies of the master Web site, and the customized copies thereof created by users of the second class, to the account holders and users of the second class via the network.

22.   The system recited in claim 18, wherein the server generates the Web pages of the master Web site, the account holder copies of the master Web site, and the customized copies thereof created by users of the second class, dynamically from information defining the pages.

23.   The system recited in claim 22, wherein the information defining the Web pages of the master Web site, the account holder copies of the master Web site, and the customized copies thereof created by users of the second class, are stored in a database on the server.

24.   The system recited in claim 23, wherein the database comprises a plurality of sub-directories, one for each account holder account on the server, the sub-directory for a given

account holder account containing the information defining the Web pages of that account holder's copy of the master Web site.

25.   The system recited in claim 18, wherein the Web page elements of the master Web site comprise a list of hyperlinks, at least one graphic image, a scrolling message, and a menu comprising a plurality of sub-menus of hyperlinks, and wherein said interfaces comprise an interface for customizing the list of hyperlinks, an interface for customizing the graphic image, an interface for customizing the scrolling message, and an interface for customizing the menu and its sub-menus.

26.   A system for providing a customizable Web site service, comprising:

a server computer hosting a master Web site;

means enabling users of a first class to hold accounts on the server, and hosting on the server, for each account holder, a separate copy of the master Web site;

means enabling each account holder to customize its copy of the master Web site in accordance with a first level of customizability; and

means enabling users of a second class to create customized copies of the master Web site and the account holder copies thereof in accordance with a second level of customizability.

27.   The system recited in claim 26, wherein the master Web site comprises a Web portal site.

28.   The system recited in claim 26, wherein the server computer assigns a unique Uniform Resource Locator (URL) to each account holder copy of the master Web site.

29.   The system recited in claim 26 wherein the master Web site comprises at least one Web page, and wherein said at least one Web page of the master Web site comprises a combination of Web page elements.

30.   The system recited in claim 29, wherein the first level of customizability allows customization of a greater number of Web page elements of the master Web site or a copy thereof than said second level of customizability.

31.   The system recited in claim 29, wherein said Web page elements comprise at least ones of text, graphics, and hyperlinks.

32.   The system recited in claim 29, wherein the server computer is connected to a network, and wherein the server computer further comprises a Web server that transmits the Web pages of the master Web site, the account holder copies of the master Web site, and the customized copies thereof created by users of the second class, to the account holders and users of the second class via the network.

33.   The system recited in claim 29, wherein the server generates the Web pages of the master Web site, the account holder copies of the master Web site, and the customized copies thereof created by users of the second class, dynamically from information defining the pages.

34.   The system recited in claim 33, wherein the information defining the Web pages of the master Web site, the account holder copies of the master Web site, and the customized copies thereof created by users of the second class, are stored in a database on the server.

35.   The system recited in claim 34, wherein the database comprises a plurality of sub-directories, one for each account holder account on the server, the sub-directory for a given

account holder account containing the information defining the Web pages of that account holder's copy of the master Web site.

36.   The system recited in claim 26, wherein the Web page elements of the master Web site comprise a list of hyperlinks, at least one graphic image, a scrolling message, and a menu comprising a plurality of sub-menus of hyperlinks, and wherein said means enabling an account holder to customize its copy of the master Web site and said means enabling users of a second class to create customized copies of the master Web site and of the account holder copies thereof, comprise an interface for customizing the list of hyperlinks, an interface for customizing the graphic image, an interface for customizing the scrolling message, and an interface for customizing the menu and its sub-menus.

37.   A computer-readable medium having stored thereon program code that when executed causes a server that hosts a master Web site to:

(a)   enable a user of a first class to hold an account on the server;

(b)   host on the server, for the account holder, a separate copy of the master Web site;

(c)   enable the account holder to customize the copy of the master Web site in accordance with a first level of customizability; and

(d)   enable a user of a second class to create a customized copy of the master Web site or an account holder copy thereof in accordance with a second level of customizability.

38.   The computer-readable medium recited in claim 37, wherein the master Web site comprises a Web portal site.

39.   The computer-readable medium recited in claim 37, wherein said program code further causes the server to assign a unique Uniform Resource Locator (URL) to the account holder copy of the master Web site and to provide the unique URL to the account holder.

40.   The computer-readable medium recited in claim 37 wherein the master Web site comprises at least one Web page, and wherein said at least one Web page of the master Web site comprises a combination of Web page elements.

41.   The computer-readable medium recited in claim 40, wherein the first level of customizability allows customization of a greater number of Web page elements than said second level of customizability.

42.   The computer-readable medium recited in claim 40, wherein said Web page elements comprise at least ones of text, graphics, and hyperlinks.